



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 336877

Schedule Dates 10/16/12-10/22/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments B08 CASEY :60 10/16
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/15/12
Last Modified 10/15/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06374921
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,522.50
Net Total \$25,627.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Spots 18
Rate \$30,150.00
Grand Total: 18 \$30,150.00

(R)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	7A- 8A (EST)									4	\$1,700.00	\$6,800.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/15/12
2.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	7A- 8A (EST)									1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/2	10/15/12
3.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	10A- Ellen									1	\$900.00	\$3,600.00	Pittsburgh (WPXI)	ELLEN/3	10/15/12
4.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	10A- Ellen									1	\$900.00	\$900.00	Pittsburgh (WPXI)	ELLEN/4	10/15/12
5.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	4:29P- Judge Judy 430p									1	\$1,450.00	\$5,800.00	Pittsburgh (WPXI)	JUDY 430-5P/5	10/15/12
6.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	4:29P- Judge Judy 430p									1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	JUDY 430-5P/6	10/15/12
7.0	Normal Line / Spot	10/16/12-10/19/12	4	1:00	6:59P- Jeopardy									2	\$3,300.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/7	10/15/12
8.0	Normal Line / Spot	10/22/12-10/22/12	4	1:00	6:59P- Jeopardy									1	\$3,300.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/8	10/15/12
9.0.1	Closed Preempt	10/16/12-10/19/12	4	1:00	7:30P- WHEEL OF FORTUNE									2	\$3,300.00	\$6,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/9	10/15/12
9.0.2	Closed Preempt	10/19/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
																	Pittsburgh (WPXI)	Pre-empt/Spot -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.